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Inside Information

United States Department
of Agriculture

Office of Governmental
and Public Affairs

Washington, D.C. 20250

VOLUME 4, NUMBER 8

FEBRUARY 22, 1982

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SCS INFORMATION CONFERENCE SCHEDULED

USDA's Soil Conservation Service will hold its 1982 biennial national information conference in Fort Worth, Tex. April 25-30.

Hubert Kelley, SCS information and public affairs director, says all SCS information people in the field are not only invited but are strongly encouraged to attend.

Unlike other USDA agencies which hold annual or more frequent meetings, SCS information people have only an occasional multi-state meeting and the biennial national conference for training, updating and exchanging ideas and experiences.

Kelley also is encouraging assistant state conservationists, resource conservationists and others interested in improving their information practices to join the meeting in Fort Worth.

Several sessions will be held at the Metro Center Hotel. Others will be at the SCS South Technical Service Center.

Anyone interested in additional details should contact Hubert Kelley, Room 6210-S, U.S. Department of Agriculture, Washington, DC 20250, or call at (202) 447-4543.

FOREIGN FOOD BUYERS MEET IN NEW ORLEANS

Food buyers from more than 50 nations are expected to assemble in New Orleans, La., March 16-17 at the International Food Show sponsored by the Southern United States Trade Association and USDA Foreign Agricultural Service.

The show, open to U.S. exporters and international importers only, is the seventh of a series held annually in the city's Rivergate Exhibit Center.

Food export firms from 30 states and Puerto Rico will be displaying a variety of food products suitable for many varied purposes.

ARKANSAS RESEARCH INFORMATION JOBS OPEN

Two position openings have been announced by the Department of Agricultural Publications in the University of Arkansas' Agricultural Experiment Station at Fayetteville.

Primary duties of one position include technical editing of bulletins, research reports and other manuscripts approved for publication, helping researchers with papers for professional journals, and writing news and progress reports for news media.

Qualifications for this position include an M.S. degree in journalism or agricultural communications and at least five years experience in technical writing and editing.

Primary duties of the second position include editing the bimonthly periodical, "Arkansas Farm Research," proofreading and laying out the pages and supervising distribution.

Duties also include writing news releases, feature stories for the news media, performing photographic assignments, covering station activities at various locations, assisting with technical editing and coordinating production of other materials to support Arkansas research activities.

Qualifications for the second position also includes an M.S. degree in journalism or agricultural communications, and at least three years experience in writing, layout, editing and covering news.

Deadline for applications, including transcripts, biographical sketches, samples of work and three letters of recommendation, is March 20.

Send to Raymond W. Barclay Jr., Head, Department of Agricultural Publications, Agricultural Experiment Station, University of Arkansas, Fayetteville, AR 72701. Or call (501) 575-5647.

NEWS EDITOR WANTED AT MISSISSIPPI STATE

The Mississippi Cooperative Extension Service has an opening for a news editor at Mississippi State University.

The news editor coordinates Extension Service information and mass media efforts in an assigned program area, and provides spot news coverage of events as assigned.

In addition, the incumbent will give training and consultation to Extension Service specialists, assist specialists and county personnel in developing communication programs in an assigned program area, and maintain liaison with news media.

Primary emphasis will be divided between writing and photography for news and feature stories and editing news and feature copy about Extension Service events for use by Mississippi, regional and national publications.

An M.S. degree, with at least one degree in journalism or communications, is required. An M.S. degree in journalism or communications with two years related experience, including photography, is preferred.

Send applications by March 15 to Milburn Gardner, Personnel Officer, P.O. Box 5446, Mississippi State, MS 39762. Or call (601) 325-3462.

N.C. STATE GRADUATE LOOKING FOR POSITION

Stephen W. Grant, who will receive his Masters degree in Technology for International Development in May from North Carolina State University, is looking for a job in agricultural communication.

His technical orientation is in the field of soil science. Grant can be reached by writing to 1400-P Gorman Street, Raleigh, NC 27606.

ARS POSITION OPEN IN NEW ORLEANS, LA.

USDA's Agricultural Research Service has announced an opening for a supervisory public affairs specialist, GM-1035-13, in its southern regional office at New Orleans, La.

The incumbent will supervise the regional information program in support of the agency's research missions and programs and the interpretation of USDA agricultural research to make it useful to the public.

Requirements include related skills in written and oral communications, interpersonal relations and analytical skills, in order to achieve comprehension by audiences of various levels of understanding, interests and opposition through use of multi-communication techniques.

Interested persons must submit applications, including a current SF-171, no later than March 8 to L. G. Burkes, Southern Region, Agricultural Research Service, U.S. Department of Agriculture, P.O. Box 53326, New Orleans, LA 70153.

FARM SHOW MAGAZINE LOOKING FOR EDITOR

FARM SHOW, a 130,000 circulation magazine published in Minnesota, is in need of an associate editor.

Editor-publisher Harold Johnson says he wants a recent, or soon-to-graduate, agricultural journalism major "who went the editorial route in getting the degree," and who has a farm background.

Job will involve traveling throughout the United States and Canada to cover major farm shows.

Anyone interested should contact Harold Johnson, FARM SHOW, Johnson Building, 8500 - 210th Street, W., Lakeville, MN 55044. Or call (612) 469-3303.

SECRETARY CALLS FOR EXTENSION SPECIFICS

Secretary of Agriculture John R. Block has asked the newly formed Joint Committee on the Future of Cooperative Extension to give him specific counsel on the work the Cooperative Extension Service should do in the years ahead.

He said Extension's information education work is an extremely high priority effort and he expects to have continued leadership from it. He wants the committee to come up with recommendations that will best serve the country.

But because of the increasing competition for the tax dollar, Secretary Block said the mission and scope of the Extension system must be re-examined.

The committee is a joint effort of USDA and the National Association of State Universities and Land-Grant Colleges.

Committee members have agreed to conduct a study of Extension's program philosophy, the missions and goals of the system in the future, the roles, responsibilities and resource input of the partners within the educational system, the methods of providing educational programs, and the needs of evaluation and accountability in the years ahead.

The committee is expected to provide a report with recommendations in November to Secretary Block and Robert Clodius, president of the NASULGC.

AAEA SETS SPRING MEETING FOR WASHINGTON

The American Agricultural Editors' Association will hold its spring meeting March 21-23 at the Mayflower Hotel in Washington, D.C.

Any member in good standing is invited to attend the 3-day conference.

SEMINAR ON HOW TO WRITE SPEECHES SET

Those interested in learning the special skills and techniques used in writing speeches may be interested in an intensive two-day seminar/workshop on how to write speeches.

Speechwriter's Newsletter, of Chicago, Ill., will conduct the workshop at the Executive House hotel in Washington, D.C., March 4-5.

Some topics to be discussed are how to work comfortably with a speaker, how to write with fluent oral style and how to organize speeches skillfully.

Effective use of humor and methods for supporting ideas clearly and forcefully will be discussed.

Tips will be offered on how to get mileage out of a manuscript and when and how to use visual aids. And, there's much more.

Workshop leader will be Dr. Jerry Tarver, director of the Effective Speech Writing Institute and who has conducted programs on speechwriting for the International Association of Business Communicators, some large corporations and the Defense Department.

For more information or to register, call Jeanne Mottier at (312) 922-8245 between 9 a.m. and 5 p.m. CST. Registration fee will be \$250.

FARM LEADERS SEEK TO BOOST FARM SALES

A major gathering of farm and agribusiness leaders from across the nation will take place in Washington, DC, to review existing and alternative marketing strategies and to consider steps to stimulate agricultural markets, boost sales and improve farm income.

The meeting, sponsored by the National Association of State Departments of Agriculture, will occur March 9-10 in conjunction with NASDA's annual mid-year conference at the Hotel Washington.

In addition to the commissioners, secretaries and directors of state agricultural departments, NASDA has invited leaders of farm and commodity organizations, representatives of the food and farm supply industries, Congressional leaders, USDA and other federal officials and representatives of other interested organizations.

NEW USDA CONSUMER ADVISOR NAMED

Isabel D. Wolf, associate professor and extension specialist at the University of Minnesota since 1972, has been appointed as director of USDA's Office of Consumer Advisor, effective February 26.

The Office of Consumer Advisor, according to Secretary of Agriculture John R. Block, serves as a focal point for coordinating consumer affairs within USDA.

Wolf will establish and maintain departmental policy regarding consumer issues and will be USDA's official representative in discussions relating to consumer affairs.

She received an M.S. degree in food science and nutrition from the University of Minnesota and a B.S. degree in chemistry from Simmons College in Boston in 1955.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land-Grant Universities. Any items, comments and inquiries should be addressed to Stan W. Prochaska, Assistant Public Affairs Director, Room 407-A, U.S. Department of Agriculture, Washington, DC 20250, or to AGR002 on the Dialcom INTERCOM system, or call (202) 447-7454.